



Profile Certificate of Circulation

For the 9 issues distributed between 1 July 2008 and 30 June 2009

**Business
Magazines**

Professional Housebuilder & Property Developer



PROFESSIONAL HOUSEBUILDER & PROPERTY DEVELOPER

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The Primary Market Sector for this publication is:

Building

This certificate expires on 30 September 2010 unless ABC has issued a new certificate before that date.

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Certification Statement

This certificate was issued on 8 September 2009. The data included is derived from a return of circulation prepared by the publisher: Hamerville Magazines Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

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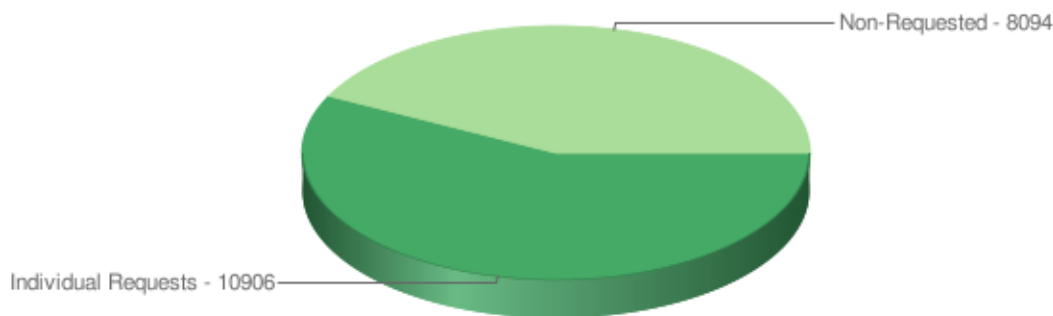
Certificate of Average Net Circulation for the 9 issues distributed between 1 July 2008 and 30 June 2009

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	21,214	21,214	-
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated May and distributed on 1 May 2009

Total Net Circulation	19,000	19,000	-
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	-	-	-
Multiple Copy Subscription Sales	-	-	-
Bulk Sales	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	19,000	19,000	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	903	903	-
Individual Electronic Requests	-	-	-
Individual Telephone Requests	10,003	10,003	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	8,094	8,094	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	-	-	-

Duplication: The level of duplication on the mailing list for the audit issue was: 0%



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £30.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £50.00 to £65.00

Controlled Circulation - Terms of Control in audit period

Employees of housebuilding companies, property developers, architectural practices, local authorities and housing associations - buyers, directors, proprietors, partners, contract managers, builders, plumbing and heating engineers, electricians, marketing and sales executives, interior designers, surveyors, estimators, building control officers, architects, architectural technicians, project managers, administrators, financial managers, technicians and engineers.

Controlled Circulation - Age of Source Data for the Audit Issue or Age of Source Data Projected from Previous Mandatory Certificate

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	10,906	100.0	2,109	19.3	8,797	80.7	-	-
Individual Requests	10,906	100.0	2,109	19.3	8,797	80.7	-	-
Company Requests	-	-	-	-	-	-	-	-

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Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Bulk Sales for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty	Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
July/August	17-Jul-2008	23,818	+12.3	-					
September	29-Aug-2008	23,534	+10.9	-					
October	01-Oct-2008	22,831	-	-					
Nov/Dec	30-Oct-2008	23,902	+12.7	-					
Jan/Feb	28-Jan-2009	19,462	-	-					
March	04-Mar-2009	19,462	-	-					
April	01-Apr-2009	19,463	-	-					
May	01-May-2009	19,000	-10.4	-					
June	02-Jun-2009	19,453	-	-					

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Analysis of the Audit Issue by: Geographical Analysis

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	10,906	8,094			19,000		19,000	100.00
Not Analysed								
Analysed	10,906	8,094			19,000		19,000	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	10,906	8,094			19,000		19,000	100.00
East Anglia	526	364			890		890	4.68
East Midlands	717	571			1,288		1,288	6.78
Midlands	964	572			1,536		1,536	8.08
London	670	784			1,454		1,454	7.65
Northern	446	254			700		700	3.68
North West	977	597			1,574		1,574	8.28
South East	2,993	2,728			5,721		5,721	30.11
South West	1,163	871			2,034		2,034	10.71
Yorkshire	837	510			1,347		1,347	7.09
Scotland	899	542			1,441		1,441	7.58
Wales	405	238			643		643	3.38
Northern Ireland	309	63			372		372	1.96

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Analysis of the Audit Issue by: Industry/Business/Sector

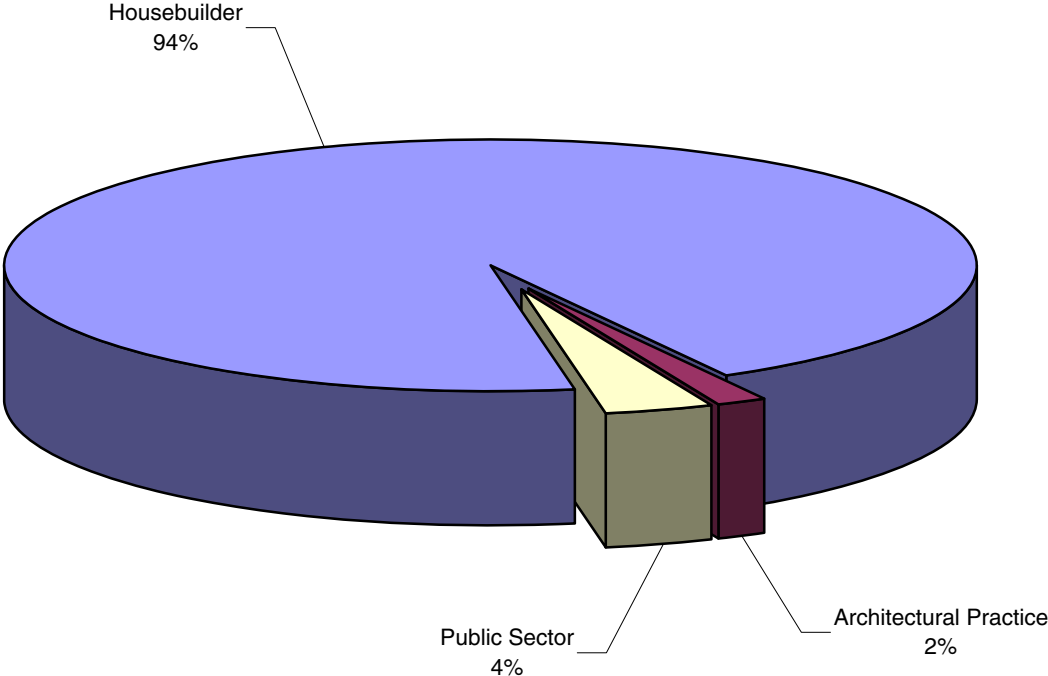
Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	10,906	8,094			19,000		19,000	100.00
Not Analysed								
Analysed	10,906	8,094			19,000		19,000	100.00
<u>Breakdown of Analysed Responses</u>								
Housebuilder	9,898	8,094			17,992		17,992	94.69
Architectural Practice	334				334		334	1.76
Public Sector	674				674		674	3.55

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Analysis of the Audit Issue by: Industry/Business/Sector

This chart represents the analysed copies only.
The percentages shown in this chart represent the analysed copies only.



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Analysis of the Audit Issue by: Job Function

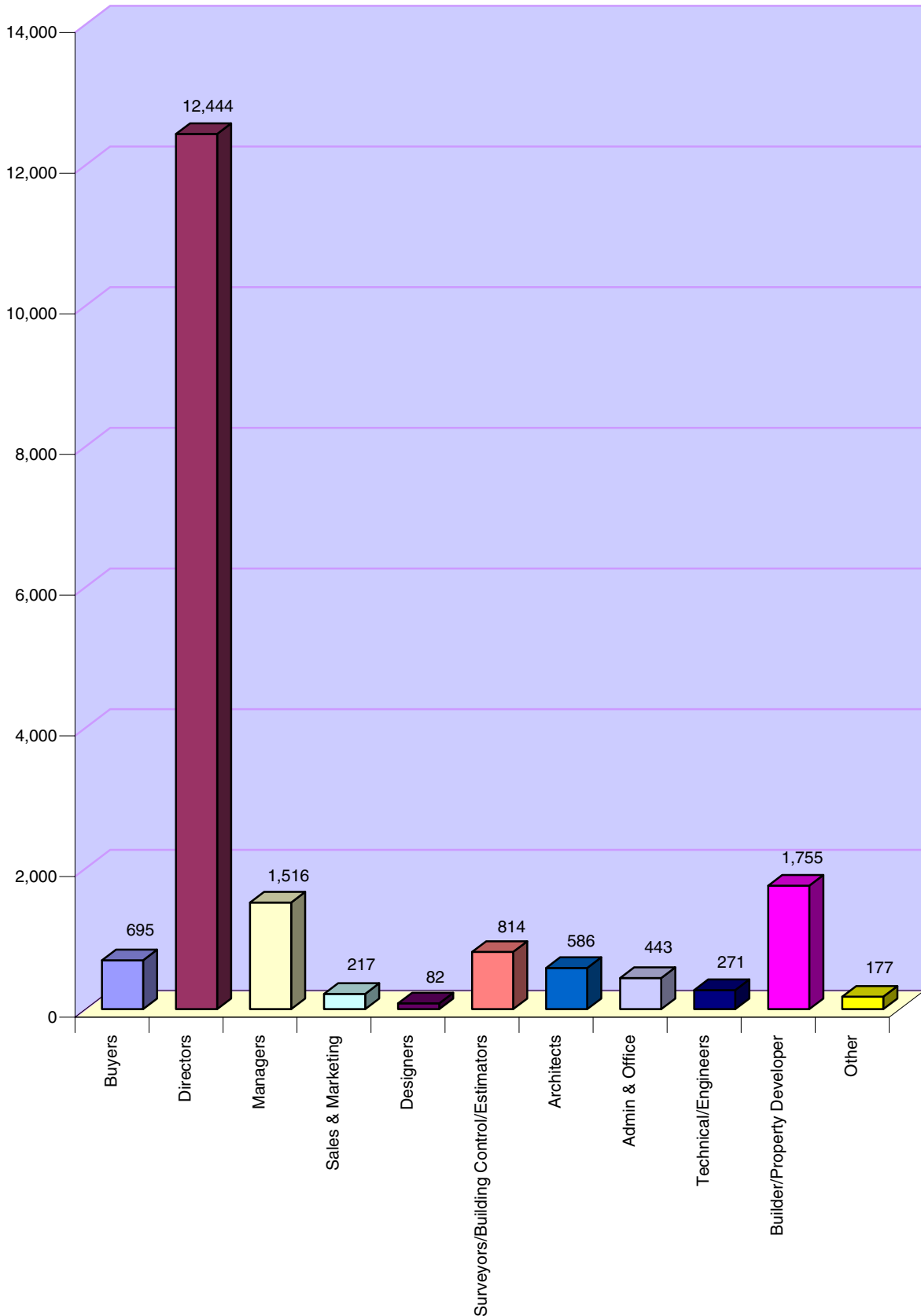
Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
TOTAL	10,906	8,094			19,000		19,000	100.00
Not Analysed								
Analysed	10,906	8,094			19,000		19,000	100.00
<u>Breakdown of Analysed Responses</u>								
Buyers	684	11			695		695	3.66
Directors	6,188	6,256			12,444		12,444	65.49
Managers	1,280	236			1,516		1,516	7.98
Sales & Marketing	205	12			217		217	1.14
Designers	74	8			82		82	0.43
Surveyors/Building Control/Estimators	655	159			814		814	4.28
Architects	552	34			586		586	3.08
Admin & Office	405	38			443		443	2.33
Technical/Engineers	159	112			271		271	1.43
Builder/Property Developer	593	1,162			1,755		1,755	9.24
Other	111	66			177		177	0.93

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Analysis of the Audit Issue by: Job Function

This chart represents the analysed copies only.



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Analysis of the Audit Issue by: NHBC Membership

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	10,906	8,094			19,000		19,000	100.00
Not Analysed	909	8,094			9,003		9,003	47.38
Analysed	9,997				9,997		9,997	52.62
<u>Breakdown of Analysed Responses</u>								
Are you a member of the NHBC?								
Yes	8,629				8,629		8,629	45.42
No	1,368				1,368		1,368	7.20

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Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less Than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
TOTAL	10,203	8,797			19,000	100.0
Not Analysed						
Analysed	10,203	8,797			19,000	100.0
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	2,109	8,797			10,906	57.4
Individual Written Requests	403	500			903	4.8
Individual Electronic Requests						
Individual Telephone Requests	1,706	8,297			10,003	52.6
Company Written Requests						
Company Electronic Requests						
Company Telephone Requests						
Controlled Free - Non Requested	8,094				8,094	42.6
By Name	8,094				8,094	42.6
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation						

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A Guide to the ABC PROFILE

What is the ABC PROFILE?

The **ABC PROFILE** provides independently accurate and verified demographic data relating to the addressees of a publication. It is a vital tool for media buyers as it allows them to accurately determine where to best place their advertising spend.

The **ABC PROFILE** is an extended version of the **ABC STANDARD** certificate, and contains a number of mandatory demographic tables which the industry has agreed should be included, and a number of optional tables, chosen by the publisher.

How is the ABC PROFILE Achieved?

The audit of an **ABC PROFILE** is designed to establish that valid source documentation exists in support of the addressee and demographic data claims and to ensure that the information on those sources has been correctly entered onto the publisher's database.

There are two separate audit tests involved in establishing these facts.

1. an 'Nth Name Test' which involves selecting addressees throughout the mailing list (from a random starting point) and testing the demographic claims to the source of the information;
2. a 'Cell Test' which involves the ABC auditor selecting individual figures, or cells, from each **ABC PROFILE** table and requiring the publisher to provide details of the addressees in that cell.

What is in an ABC PROFILE?

The **ABC STANDARD** certificate. This forms the first three pages of each **ABC PROFILE** document.

Geographic Analysis (Mandatory)

A summary by UK regions and regions of the world is mandatory. Greater detail can be provided if the publisher chooses.

Job Title/Function (Mandatory)

An analysis must be provided by either Job Title or Job Function. ABC does not dictate the categories used in this breakdown.

Industry/Business/Sector (Mandatory)

An analysis must be provided by Industry/Business/Sector. ABC does not dictate the categories used in this breakdown.

Sources and Ages (Mandatory)

An analysis must be provided by Sources & Ages of Name and Address Records. This table serves to identify the sources from which the mailing list has been built (directories, request cards, exhibition visitor lists, etc.) and the age of the sources. It is a measure of how recently the mailing list has been updated.

Optional Analysis

Publishers are invited to include any other demographic analysis within the **ABC PROFILE** provided the information is auditable. Publishers can therefore include demographics which demonstrate the strength of their publication.

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How to Use the ABC PROFILE

The data in the **ABC PROFILE** is based on a detailed analysis of a single issue within the audit period certified. The issue analysed is the same as the one analysed for the **ABC STANDARD** certificate, and is known as the 'audit issue'.

All **ABC PROFILE** tables are based on a full count of the addressees of the 'audit issue'. In each table the **ABC PROFILE** clearly shows the number of addressees for which the demographic information is both known and auditable, as well as the number for which this is not the case. See the **ANALYSED/NOT ANALYSED** rows on each table. Total transparency!

The tables show the circulation for each demographic and the analysis of that figure by circulation type.

Multiple Response tables, if applicable, identify the number of responses analysed and the number of addressees providing that level of response. By definition, such tables also show the number of addressees for which the relevant demographic information is not shown.

Sources & Ages of Name and Address Records demonstrate the level of maintenance taking place on the mailing list in question.

The ABC PROFILE document may also provide cross-analysis tables of two separate demographics.

What are the Benefits of the ABC PROFILE?

The content and high standards of the ABC PROFILE have been defined by both buyers and sellers of advertising space. Like the ABC membership itself, specialist committee members are drawn from media owners, advertising agencies and clients.

The ABC audit is an independent and exhaustive exercise, which takes four to six working days to complete for each **ABC PROFILE**.

All ABC audits are conducted by trained ABC staff auditors to guarantee constant standards are maintained throughout.

The **ABC PROFILE** gives media buyers the opportunity to see transparent and comparable data rather than unaudited publisher's claims in glossy media packs.

The ABC's detailed and stringent audit procedures mean that the circulation and demographic data certified is the media buyers' insurance policy to the publishers' claims regarding their circulation.

The ABC audit checks include:

- Print Quantities
- Source Validity Data
- Distribution Quantities
- Duplication Factors
- Mailing Lists Totals
- Age of Records
- Type of Circulation Breakdowns
- Demographic Data

The credibility and impartiality of the **ABC PROFILE** enables media buyers to select with confidence.

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Certificate of Average Net Circulation for the 9 issues distributed between 1 July 2008 and 30 June 2009

GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

BULK SALES. These are copies purchased in bulk by a third party. Under B2B rules the purchase is not on an every issue basis and the final recipient is not identified.

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage .

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.